

CONFERENCE

DIGITAL MOMENTUM

International keynote speakers show
the way to your digital success

November 18, 2011

08:30 am to 02:30 pm

Icelandair Hotel Reykjavík Natúra

evenex™

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RELATIONS

KEYNOTES AND SPEAKERS

Árni Páll Árnason

Minister of Economic Affairs

Deborah R. Wilson

Research VP, Procurement Solutions & Strategies,
Gartner

Lisbeth Hoffmann Thomsen

Head of Department, Central Denmark Region

Thorkell Sigurlaugsson, Executive Director, Reykjavik University | Hjörtur Thorgilsson, Chairman, IcePro | Bergthor Skulason, Post Award, PEPPOL and CEN BII2 | Aage Toft-Christensen, General Manager, IFIRS | Niels Stenfeldt, CEO, Evenex | Klaus Frandsen, Senior VP, Evenex | Søren Seerup, Supply Chain Executive, Evenex

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THE PROGRAM COVERS

THE VISION

› Technology solutions as a means for the government to enhancing efficiency, obtaining cost reductions and positioning Iceland in a global strategic framework

HANDS-ON

› Specific experiences of strong-performing companies and public institutions that today reap the fruits of digital purchase to pay processes and supplier collaboration

MARKET INSIGHT

› Valuable market and technology insights from Gartner and PEPPOL drawing up critical opportunities

REQUIREMENTS

› The features required by Icelandic companies to connect and collaborate with public sector customers

THE MODEL

› A new and viable cloud-based solution providing for a digital Iceland, connecting public sector customers and private sector suppliers in a collaborative environment



Kick-off for a united digital business community in Iceland

A digital business community uniting public institutions and private companies has profound advantages. However, the synergies from a common solution have yet to make their way in Iceland. *Digital Momentum* is a one day conference at the Reykjavik Natura facilitating a coherent digital marketplace solution.

The *Digital Momentum* conference will boost your knowledge and facilitate your decision-making process. Combining essential market insight with useful hands-on experience the speakers will enable you to initiate and implement a digital e-procurement solution in your organization.

Dedicated decision makers, key players and high-performing professionals present their thoughts and actions. By the end of the day you will be better prepared to meet requirements and achieve cost savings making your future digital effort effective and successful.

PROGRAM

Friday November 18, 2011 from 8:30 am to 2:30 pm

- 08:00 - 08:30 **Registration & Coffee incl. breakfast rolls**
- 08:30 - 08:45 **Opening Keynote: Towards a strong competitive business community**
On the basis of successful economic recovery the Government's vision is now to further enhance public-private business community efficiency, obtain substantial cost reductions and to position Iceland in a global strategic framework.
Árni Páll Árnason, Minister of Economic Affairs
- 08:45 - 09:15 **Welcome: The digital challenge in perspective**
Is the situation in Iceland unique, and what can we learn from Danish and international experience? The challenges being faced are substantial and should be met with precision and dedication. This introduction to the conference agenda also shows how the conference speakers may each hold some important answers.
Niels Stenfeldt, CEO, Evenex
- 09:15 - 09:45 **Setting off digital collaboration with your business partners**
Understanding the goals and requirements of Icelandic companies is key to form the foundation of a coherent digital business community. Businesses need to connect and collaborate easily and cost-efficient with public sector customers and other business partners.
Thorkell Sigurlaugsson, Executive Director of Finance and Development, Reykjavik University
- 09:45 - 10:15 **Refreshments & networking**
- 10:15 - 10:45 **Hands on: Digital supply chain processes in public administration**
Case: Central Denmark Region mainly deals with healthcare and hospital services. With 4000 users and 100,000 purchase orders a year, the objectives include 100 % digital procurement on selected articles and less bureaucracy when implementing the national strategy in the Region. Learn about:
- the specific goals of the Finance and Procurement departments
 - the benefits of a central solution integrating systems and processes
 - the role of change management
- Lisbeth Hoffmann Thomsen, Head of Department, Central Denmark Region*
- 10:45 - 11:15 **Finding your purchase to pay solution in the cloud?**
E-procurement requirements have evolved over the past two years. The market wants transparency. Expect higher usability, workflow configuration, e-catalog search, invoice matching functionality and e-tendering when assessing your future e-procurement solution. These and other key findings in a

recent Gartner market study are presented along with a note on the cloud solution trend.

Deborah R. Wilson, Research VP, Procurement Solutions & Strategies, Gartner

11:15 - 11:45

PEPPOL driving European e-procurement

Technology and business standards are ready to realize digital connectivity; Europe is already moving on. Digitalization and e-procurement are key drivers in Europe and both private and public sectors demand cross country interaction.

Bergthor Skulason, Post Award work package manager PEPPOL and CEN BII2

11:45 – 12:15

Hands on: Digital success in public education

Case: How to roll out your A to Z e-procurement solution in a public education environment – and make it work smoothly. The purchasing community IFIRS implemented the Danish governmental purchase to pay solution 'IndFak' with great returns.

Aage Toft-Christensen, General Manager, IFIRS

12:15 – 1:00

Lunch & Networking

1:00 – 1:20

How standardization leads to more simple procedures

Targeted at facilitating e-commerce in Iceland, IcePro creates consensus on standardized ways of interchanging digital commerce documents. Learn how IcePro seeks to introduce better ways of doing business and simplifying administrative and trade procedures.

Hjörtur Thorgilsson, Chairman, IcePro

1:20 – 1:50

Perspectives on a pilot project

City of Reykjavik has already reached far with digital invoices and payments. Now Reykjavik is about to initiate an e-procurement pilot implementation in a strengthened collaboration with the city's suppliers. From a pilot project perspective: What you need to consider and how you may gain from a common Icelandic marketplace.

Søren Seerup, Supply Chain Executive, Evenex

1:50 - 2:20

How to get up and running short term with a viable model for the future

Creating a successful business community requires the ability to establish, facilitate and support business to business connectivity, content and collaboration. Market leading cloud-based application solutions and professional skills bring alive the vision of digital collaboration between companies and their public sector customers.

Klaus Frandsen, Senior Vice President, Solutions Management, Evenex

2:20 - 2:30

Closing remarks

Klaus Frandsen, Senior Vice President, Solutions Management, Evenex

2:30 - 3:00

Networking and beverages

Ending the working week with chats and a glass of wine, beer or soft drinks.

JOIN US

**ON FRIDAY NOVEMBER 18, 2011
FROM 8:30 AM TO 2:30 PM**

IT and consulting company Evenex hosts the conference in cooperation with IcePro and Reykjavik University.

VENUE

Icelandair Hotel Reykjavík Natura
Nauthólsvegur 52 - 101 Reykjavík - Iceland

REGISTRATION

To register as conference participant please go to www.sky.is

Attending the conference is free of charge. Registration is binding, and a €100 no-show fee applies. However, cancellations are accepted on sky@sky.is until November 11, 2011.

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